

2022 ECONOMIC REPORT SOUTHWEST REGION



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

The Southwest Region is comprised of seven counties in the southwest corner of Missouri. This region is home to several cities including Joplin, Neosho, and Monett.

The Southwest Region workforce has more than 130,600 employees, making up 4.5 percent of Missouri's employment. In 2021, 45.8 percent of the workforce was female and 54.2 percent was male. The regional average unemployment rate in 2021 was 3.9 percent.

The workforce is getting older in the Southwest Region, a trend continuing throughout Missouri and the U.S. In 2021, 24 percent of the workforce was age 55 or older, up from 20 percent a decade earlier.

For the region, 10.2 percent of the workforce was non-white and 8.8 percent was Hispanic or Latino. This compares to the state averages of 17.6 percent non-white and 4.5 percent Hispanic or Latino.

In the Southwest Region, 7.7 percent of the population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 6.9 percent and the U.S. was at 23.1 percent.

The Southwest Region has a slightly higher percentage of the population with a disability compared to the state and the nation. For the Southwest Region, 13.5 percent of the population has a disability compared to 12.2 percent in Missouri and 10.3 percent in the U.S.

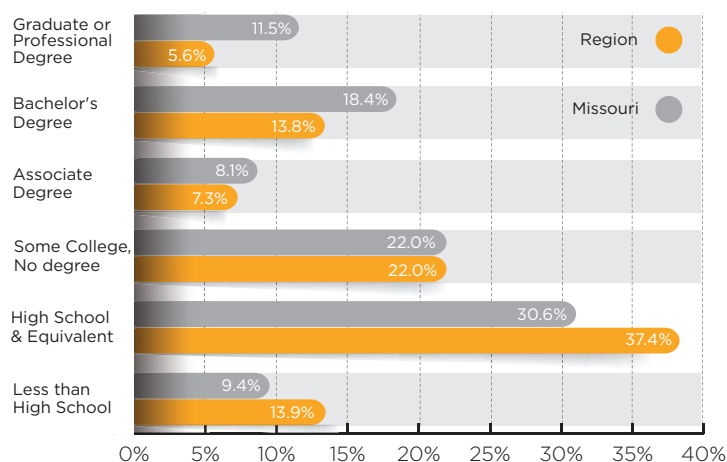
Workforce Demographics

	SW Region	Missouri	Nationwide
Average Monthly Employment in 2021	130,632	2,928,368	152,580,667
Average Unemployment Rate in 2021	3.9%	4.4%	5.3%
Male	54.2%	51.0%	50.3%
Female	45.8%	49.0%	49.7%
Non-White	10.2%	17.6%	23.7%
Hispanic or Latino	8.8%	4.5%	16.7%
Ages 55 or Older	24.0%	23.0%	23.0%
With Disabilities (Ages 18-64)	13.5%	12.2%	10.3%
Below Poverty Level (Ages 18-64)	16.7%	12.6%	12.1%
Language other than English	7.7%	6.9%	23.1%
Education Associate Degree or Higher	26.7%	38.0%	41.6%

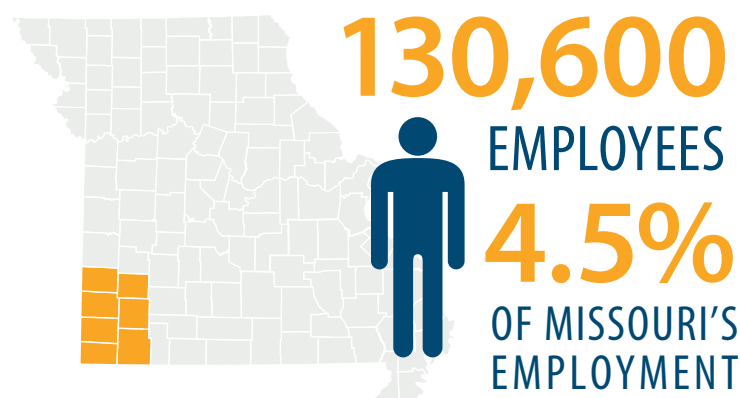
SOURCES: CENSUS ACS 2020-5YR EST.; LEHD 2ND QUARTER; BLS LAUS 2021

Educational attainment rates for the Southwest Region are lower than those of the state for bachelor's or advanced degrees. Twenty-seven percent of the region's population, age 25 and older, has an associate, bachelor's, or advanced degree compared to 38 percent for the state, and about 42 percent for the nation.

Educational Attainment



SOURCE: US CENSUS BUREAU, ACS 2020 5-YEAR ESTIMATES

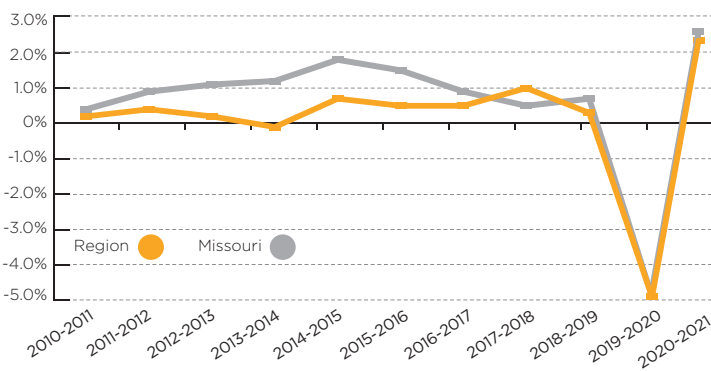


SOUTHWEST REGION

INDUSTRY ANALYSIS

The Southwest Region averaged over 110,700 jobs in 2021. The region gained 2,345 jobs, an increase of 2.2 percent, from 2020 to 2021, whereas the region lost over 5,500 jobs from 2019 to 2020, resulting in a -4.9 percent employment growth due to the impact of the COVID-19 pandemic. In 2020, Missouri employment decreased by 4.9 percent, however Missouri employment increased by 2.5 percent in 2021, showing recovery from the pandemic impacts. From 2017 to 2021, the Southwest Region averaged -0.4 percent compound annual growth for an overall decrease of -1.6 percent. During that same period Missouri's employment declined by 1.4 percent.

Southwest Employment Annual Growth Rate



SOURCE: U.S. BUREAU OF LABOR STATISTICS, QCEW

Manufacturing is the largest employing industry in the region at almost 23,300 jobs. *Health Care and Social Assistance* is the second largest industry in the region at over 15,000 jobs. *Retail Trade* gained 365 jobs from 2017 to 2021, with an annualized growth rate of 0.6 percent.

Educational Services declined by 563 in employment from 2017 and 2021. *Accommodation and Food Services* gained 517 jobs at a growth rate of 1.5 percent from 2017 to 2021.

Southwest Region Top Employing Industries

Industry	Employment 2017	Employment 2021	Net Change	2017-2021 Empl. CAGR	2020 Annual Wages
Manufacturing	23,289	23,299	10	0.0%	\$49,896
Health Care & Social Assistance	15,924	15,010	-914	-1.5%	\$49,308
Retail Trade	14,011	14,376	365	0.6%	\$31,512
Accommodation & Food Services	8,502	9,019	517	1.5%	\$17,616
Educational Services	9,534	8,971	-563	-1.5%	\$35,808
Transportation & Warehousing	7,212	7,362	150	0.5%	\$51,012
Construction	4,630	5,001	371	1.9%	\$49,896
Professional, Science, & Tech. Servs.	4,156	4,413	257	1.5%	\$60,768
Wholesale Trade	4,267	4,320	53	0.3%	\$59,004
Administrative Support & Waste	5,443	4,137	-1,306	-6.6%	\$35,748
Other Services (ex. Public Admin.)	2,986	2,936	-50	-0.4%	\$31,968
Public Administration	2,606	2,338	-268	-2.7%	\$32,712

SOURCE: LEHD QWI, 2017-2021 ANNUAL AVERAGES

LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries with higher than 1.0 LQ indicate a concentration.

The Southwest Region has higher concentrations in *Food Manufacturing*, *Animal Production and Aquaculture*, *Truck Transportation*, *Fabricated Metal Manufacturing*, and *Gasoline Stations*.

HIGHEST 2021
LQ 7.2
FOOD
MANUFACTURING

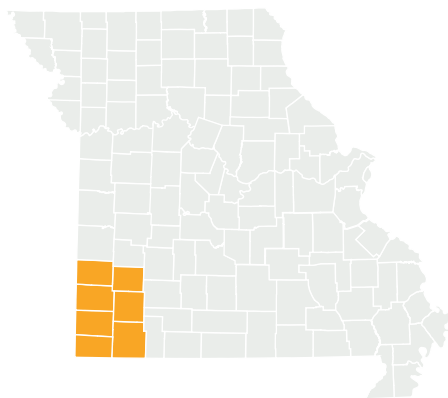
2021 Southwest Region Location Quotients

Industry	Employment	Location Quotient
Food Manufacturing	9,190	7.2
Animal Production & Aquaculture	1,012	4.9
Truck Transportation	4,605	3.9
Fabricated Metal Product Manufacturing	3,111	2.9
Gasoline Stations	1,977	2.7
Elec. Equip., Appliance, & Other Mfg.	811	2.6
General Merchandise Stores	5,116	2.1
Motor Vehicle & Parts Dealers	2,076	1.4
Wood Product Manufacturing	425	1.3
Bldg. Material & Garden Equip. Dealers	1,413	1.3
Nonmetallic Mineral Product Manufacturing	396	1.3
Utilities	528	1.2
Broadcasting (except Internet)	209	1.1
Warehousing & Storage	1,484	1.1
Repair & Maintenance	1,129	1.1

SOURCE: U.S. BUREAU OF LABOR STATISTICS, QCEW

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Projected growth in industry helps to identify future employment needs for an area. Projections indicate that the largest industry growth in the Southwest Region from 2020-2030 will be in the *Truck Transportation; Educational Services; Warehousing and Storage; Professional, Scientific, and Technical Services; and Hospitals* industries.



Southwest Region Largest Growth Industries 2020-2030

Industry	Employment		Change	
	2020 Estimated	2030 Projected	2020-2030 Numeric	Percent
Truck Transportation	3,488	4,600	1,112	31.9%
Educational Services	8,996	10,041	1,045	11.6%
Warehousing & Storage	1,280	2,163	883	69.0%
Professional, Scientific, & Technical Services	3,406	3,902	496	14.6%
Hospitals	6,131	6,507	376	6.1%
Ambulatory Health Care Services	4,167	4,465	298	7.2%
Specialty Trade Contractors	2,605	2,871	266	10.2%
Couriers & Messengers	503	761	258	51.3%
Heavy & Civil Engineering Construction	719	846	127	17.7%
Amusement, Gambling, & Recreation Industries	507	618	111	21.9%

SOURCES: MERIC INDUSTRY PROJECTIONS, 2020-2030

PROJECTED GROWTH BY INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

OCCUPATIONAL PROJECTIONS

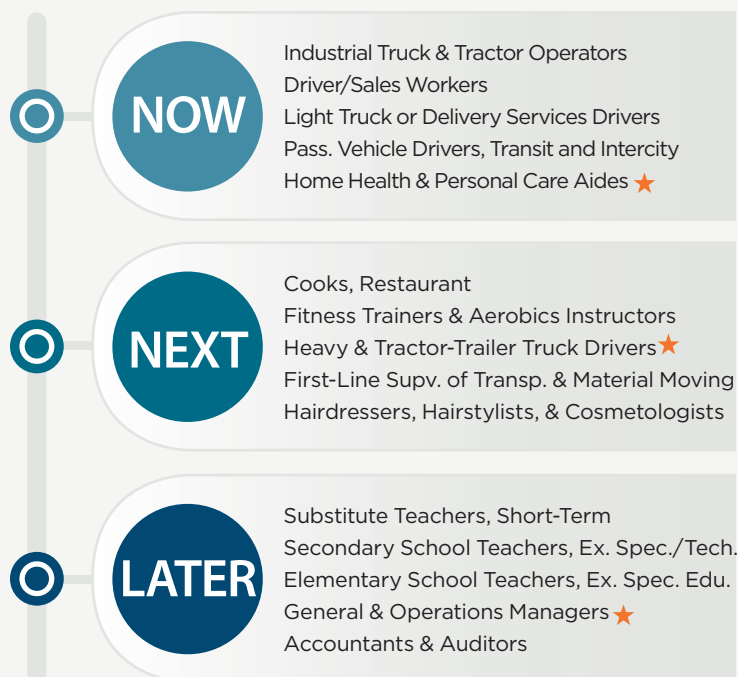
MERIC produces occupational projections that estimates labor demand over a 10-year period. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations.

Now jobs typically require short-term, on-the-job training, little to no experience, and/or a high school diploma. Now occupations with the most projected openings are *Fast Food and Counter Workers; Retail Salespersons; and Cashiers. Industrial Truck and Tractor Operators; Driver/Sales Workers; and Light Truck or Delivery Services Drivers* are projected to be the fastest growing Now occupations over the next decade.

Next jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate to long-term training. *Heavy and Tractor-Trailer Truck Drivers; Cooks; and Food Batchmakers* are projected to have the most openings for the Next category of occupations. *Cooks; Fitness Trainers and Aerobics Instructors; and Heavy and Tractor-Trailer Truck Drivers* are the fastest growing Next occupations.

Later jobs typically require a bachelor's degree or higher. For Later occupations, *General and Operations Managers, Registered Nurses, and Secondary School Teachers* are projected to have the most openings. *Substitute Teachers; Secondary School Teachers; and Elementary School Teachers* are the fastest growing Later occupations.

Southwest Region Fastest Growing Occupations



NOTE: OCCUPATIONS WITH ANNUAL TOTAL OPENINGS OF LESS THAN 50 ARE OMITTED

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2020-2030

★ DENOTES OCCUPATIONS TOP TEN ONLINE JOB ADS FOR 2021-2022 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATIONS

SOUTHWEST REGION

Southwest Region Long-Term Occupational Projections by Top Openings

Occupation	2020 Estimated Employment	2030 Projected Employment	Growth Openings	Exits	Transfers	Total Openings	Median Wages	
 NOW								
Fast Food & Counter Workers	3,532	3,845	31	358	390	779	\$20,664	★
Retail Salespersons	3,502	3,487	-2	195	289	482	\$24,175	★
Cashiers	2,763	2,579	-18	227	256	465	\$22,390	★
Home Health & Personal Care Aides	3,171	3,666	50	219	194	463	\$23,371	★
Laborers & Freight, Stock, & Material Movers, Hand	3,123	3,309	19	141	280	440	\$29,044	★
 NEXT								
Heavy & Tractor-Trailer Truck Drivers	4,045	5,018	97	186	307	590	\$44,621	★
Cooks, Restaurant	1,182	1,663	48	84	122	254	\$22,285	★
Food Batchmakers	1,592	1,580	-1	74	118	191	\$31,413	
Sales Rep. of Services, Ex. A, I, FS, & T	1,157	1,293	14	31	108	153	\$48,787	★
Maintenance & Repair Workers, General	1,483	1,567	8	54	89	151	\$37,378	
 LATER								
General & Operations Managers	2,175	2,407	23	46	142	211	\$62,057	★
Registered Nurses	2,960	3,109	15	81	76	172	\$47,737	★
Secondary School Teachers, Ex. Spec. & Tech. Edu.	1,446	1,625	18	41	62	121	\$39,979	
Elementary School Teachers, Ex. Spec. Edu.	1,067	1,194	13	35	45	93	\$42,581	
Substitute Teachers, Short-Term	586	680	9	38	34	81	\$24,381	

SOURCE: MERIC OCCUPATIONAL PROJECTIONS 2020-2030

★ DENOTES OCCUPATIONS IN THE TOP TEN FOR 2021-2022 ON-LINE JOB ADS IN THE REGION & WITHIN THE NOW-NEXT-LATER CLASSIFICATION

ONLINE JOB POSTINGS

Job postings are an indicator of demand and opportunities in an area and can assist individuals seeking job opportunities in current in-demand occupations. According to information based on online job posting data collected and aggregated by Lightcast™ for the Southwest Region, jobs like *Registered Nurses*; *Heavy and Tractor-Trailer Truck Drivers*; and *Retail Salespersons* had a high number of job postings in the region during the last year.

Southwest Region Top Five Online Job Postings in Now-Next-Later Classification

Occupation Title	Online Job Postings
 NOW	
Retail Salespersons	591
Laborers & Freight, Stock, & Material Movers, Hand	434
Fast Food & Counter Workers	339
Home Health & Personal Care Aides	322
Stockers & Order Fillers	232
 NEXT	
Heavy & Tractor-Trailer Truck Drivers	625
First-Line Supervisors of Retail Sales Workers	397
Nursing Assistants	379
Maintenance & Repair Workers, General	287
Licensed Practical & Licensed Vocational Nurses	275
 LATER	
Registered Nurses	816
Medical & Health Services Managers	200
Personal Service Managers, All Other; Entertainment & Recreation Managers, Except Gambling; & Managers, All Other	195
Software Developers & Software Quality Assurance Analysts & Testers	173
General & Operations Managers	148

SOURCE: LIGHTCAST™ (FORMERLY EMSI BURNING GLASS TECHNOLOGIES), ONLINE JOB ADS FROM JUNE 1, 2021 TO MAY 31, 2022

This report was prepared by the staff of the Missouri Economic Research and Information Center (MERIC) as part of the Missouri Workforce Report. All data in this report was current at the time of publication and is subject to revision. Additional details on data sources can be found in the full report. This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.